

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                |   |  |
|----------------|---|--|
| Applicant      | : | William P. Price et al.  |
| App. No        | : | 10/022,558   |
| Filed          | : | December 14, 2001  |
| For            | : | AUDIOVISUAL SYSTEM AND<br>METHOD FOR DISPLAYING<br>SEGMENTED ADVERTISEMENTS<br>TAILORED TO THE CHARACTERISTIC<br>VIEWING PREFERENCES OF A USER |
| Examiner       | : | Daniel Lastra  |
| Group Art Unit | : | 3622   |

AMENDMENT AND RESPONSE TO OCTOBER 3, 2007 OFFICE ACTION

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

· In response to the October 3, 2007 Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this Response.

**Remarks** begin on page 9 of this Response.